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A process and formulation for pre-treating a cellulosic, or cellulosic blend with synthetic fiber, substrate, achieving sufficient clearness and appropriate absorbency prior to dyeing the substrate. The process having the steps of: providing a vessel; providing a cellulosic, or their blends with synthetic fiber, substrate; providing a water bath; adding an active amount of an activating compound selected from the group of: salts of organic acids, organic amine derivatives, transitional metals salts and complexes, pigments, and combinations thereof; adding an active amount of caustic soda; adding an active amount of hydrogen peroxide; achieving a pH from about 6.0 to about 9.0 at the end of the bleaching cycle; heating the water bath to a temperature in excess of 50 degrees centigrade for a pre-determined period of time; and dropping the bath.